rder# 25398
Traffic O
Status Confirmed
Ver# 11 Mod# 5
Rep Order# 7913334 EC'd Yes

Showing Buylines: All Lines

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10/19/2012 - 10/25/2012 ALEXANDRIA, VA 22314 /P1/P2/E 155/426/3420 **§15 SLATERS LANE** Agency C/P1/P2/E Hiatus Weeks Flight Dates Agency ( ) NRCC-NATL REPUB CONG NRCC IE 2012 Station KSL-TV SALT LAKE CITY TRACEY ROBINSON 3420 Advertiser Estimate# Product Buyer Phone# Fax#

) WASHINGTON ) JAMIE ANDRUS ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm LATERS LANE Sales Office ( SANDRIA, VA 22314 Salesperson (

202-872-1155

Salesperson Phone# Salesperson FAX#

## -- CONTRACT COMMENT --

CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT 217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

in Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1 Rating: 0.7		5A-6A	1 0 1 1 1	10/19-10/19	   	\$115.00	
2 Rating: 0.7	KSL 5 NW TDY 1	5A-6A	:30	10/22-10/22	0	\$115.00	0
3 Rating: 0.7	KSL 5 NW TDY 1	5 <b>A</b> -6A	:30	10/23-10/23	0	\$115.00	0
4 Rating: 0.7	KSL 5 NW TDY 1	5 <b>A</b> -6A	.30	10/24-10/24	0	\$115.00	0
5 Rating: 0.7	KSL 5 NW IDY 1	5A-6A	.30	10/25-10/25	0	\$115.00	0
6 Tu Rating: 2.1	KSL 5 NW TDY 2	6 <b>A</b> -7A	0 ::	10/23-10/23	O	\$525.00	0
7 Rating: 2.8	TODAY SHW	8A-9A	0e:	10/19-10/19	0	\$700.00	0
8 Rating: 2.8	TODAY SHW	8A-9A	:30	10/22-10/22	0	\$700.00	D
9 TU Rating: 2.8	TODAY SHW	8A-9A	:30	10/23-10/23	0	\$700.00	0

# 7913334 Ver# 11 Mod# 5 8  ***  **  **  **  **  **  **  **  **	Status Confirmed Agency (	Traffic Order# 25398  Last Received: Showing Buylines: All Lin NATIONAL MEDIA RESEARCH PLANNING	Last Showing B OIA RESEAR(	Prir Last Received: 10/ Showing Buylines: All Lines A RESEARCH PLANNING	inted: 0/24/2012 8: es	10/24/2012 11:04 AM 34 AM		2 of 5
	815 SLA ALEXA1 Agency C/P1/P2/E Flight Dates Hiatus Weeks	813 SLAIEKS LANE ALEXANDRIA, VA 22314 P1/P2/E 155/426/3420 es 10/19/2012 - 10/25/2012	14 .0 3/25/2012		Sales Office ( ) Salesperson ( ) Salesperson Phone# Salesperson FAX#	) WASHINGTON ) JAMIE ANDRUS e# 202-872-1155 #	ro	
		Time	្រុំ ម ម ម	Dates	Spots	Spots/Week Rate	. !	Total Spots
		8A-9A	.30	10/24-10/24	0	\$700.00	00	0
		8A-9A	0e:	10/25-10/25	9	00.007\$	00.0	0
		7A-8A	0e :	10/21-10/21	. 0	\$225.00	000:	o
		9A-10A	0e:	10/19-10/19	г 6	\$275.00	00.3	П
		9A-10A	: 30	10/22-10/22	0	\$275.00	00.3	Ö
		9A-10A	:30	10/23-10/23	0	\$275.00	00.0	O
		9A-10A	30	10/24-10/24	дı Ц	\$275.00	000:	н
		9A-10A	30	10/25-10/25	ιο Τ	\$275.00	2.00	ਜ
		12P-1P	0 e:	10/19-10/19	r <del>i</del>	00°088\$	0.00	п
		12P-1P	0e:	10/22-10/22	0	\$330.00	0.00	0
		12P-1P	0 8:	10/23-10/23	O E	\$330.00	00.0	0

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<b>Rep Order#</b> 7913334 <b>EC'd</b> Yes	Ver# 11 Mod# 5	Status Confirmed	Traffic Order# 25398	398 Last Showing B	Printe Last Received: 10/24 Showing Buylines: All Lines	<b>Printed:</b> 10/24/2012 11:04 AM 10/24/2012 8:34 AM ines	12 11:04 AM	3 of 5
Station KSL-TV SAI Advertiser ( )NR Product NRCC IE 2	KSL-TV SALT LAKE CITY ( )NRCC-NATL REPUB CONG MCC IE 2012	Agency ( 815 SL ALEXA	( ) NATIONAL MEDIA RESEARCH PLANNING 815 SLATERS LANE ALEXANDRIA, VA 22314	IA RESEARC		Rep Firm Sales Office ( Salesperson (	) WASHINGTON ) JAMIE ANDRUS	
Estimate# 5420 Buyer TRACEY I Phone#	2420 TRACEY ROBINSON	Agency C/F1/F2/E Flight Dates Hiatus Weeks	E 155/426/3420 10/19/2012 - 10/25/2012	, 725/2012		Salesperson Phone# Salesperson FAX#	# 202-872-1155	
raxr In Day	Program		Time	Len	Dates	Spots/Week		Total Spots
ing:	KSL 5 NWS-NOON		64   1   1   1   1   1   1   1   1   1   1	0 g :	10/24-10/24	       H	\$330.00	1 T
22 TH Rating: 1.8	KSL 5 NWS-NOON		12P-1P	0 8:	10/25-10/25	П	\$330.00	τ
23 E Rating: 1.6	KATIE COURIC		4P-5P	.30	10/19-10/19	г	\$300.00	rı
24 M Rating: 1.6	KATIE COURIC		4P-5P	30	10/22-10/22	0	\$300.00	0
25 TU Rating: 1.6	KATIE COURIC		4P-5P	:30	10/23-10/23	0	\$300.00	0
26 W Rating: 1.6	KATIE COURIC		4P-5P	: 30	10/24-10/24	0	\$300.00	0
27 TH Rating: 1.6	KATIE COURIC		48-5P	:30	10/25-10/25	0	\$300.00	0
28 F Rating: 2.0	GAME DAY FRIDAY		6302-7P	: 30	10/19-10/19	н	\$500.00	п
29 SU Rating: 1.5	SUN 45 NEWS		4P-430P	:30	10/21-10/21	0	\$225.00	0
30 SU Rating: 6.9	KSL NFL EDITION		930P-10P	.30	10/21-10/21	0	\$1,100.00	0
31 SA Rating: 5.7	KSL5NWS-10P SA		10P-1035P	08:	10/20-10/20	0	\$2,200.00	0
32 sU Rating: 7.4	KSL 5 NWS-10		10P-1035P	30	10/21-10/21	o	\$3,000.00	0

<b>Rep Order#</b> 7913334 <b>EC'd</b> Yes	6	Status Confirmed	Traffic Order# 25398	.98 Last Re Showing Buyli	Printed: Last Received: 10/24/20 Showing Buylines: All Lines	<b>Printed:</b> 10/24/2012 11:04 AM 10/24/2012 8:34 AM nes	ΑM	4 of 5
Station KSL-TV SA Advertiser ( )N Product NRCC IE Estinate# 3420 Buver TRACEY	KSL-TV SALT LAKE CITY  ( ) NRCC-NATL REPUB CONG  NRCC IE 2012  3420  TRACEY ROBINSON	Agency ( ) 815 SLA 815 SLA ALEXA1 Agency C/P1/P2/E	( ) NATIONAL MEDIA RESEARCH PLANNING 815 SLATERS LANE ALEXANDRIA, VA 22314 PI/P2/R 155/426/3420	A RESEARCH		ce ( on ( Phonest	) WASHINGTON ) JAMIE ANDRUS	
41	NO CONTROLL	Hiatus Weeks		23/2012	Sales		6/2-1155	
			Time	c	Dates	Spots/Week	Rate	Total Spots
			 	!	-	 		<u> </u>
33 Rating: 3.5	TONITE SHW-NBC		1035P-1137P	: 30	10/19-10/19	2	\$800.00	8
34 Rating: 3.5	TONITE SHW-NBC		10352-11372	.30	10/22-10/22	o	\$800.00	0
35 Rating: 3.5	TONITE SHW-NBC		10352-11372	:30	10/23-10/23	o	\$800.00	0
36 W Rating: 3.5	TONITE SHW-NBC		1035P-1137P	.30	10/24-10/24	٥	\$800.00	0
37 TH Rating: 3.5	TONITE SHW-NBC		1035P-1137P	30	10/25-10/25	0	\$800.00	0
38 Rating: 2.8	SPORTS BEAT SA		1035P-1105P	30	10/20-10/20	0	\$600.00	0
39 M-TH	LENO		1035P-1135P	:30	10/22-10/25	0	\$800.00	0
40 M-TH	NEWS		630P-7P	:30	10/22-10/25	0	\$900.00	0
41 M-TH	DR PHIL		3P-4P	:30	10/22-10/25	0	\$175.00	0
42 M-TH	TODAY SHOW 3		1P-2P	:30	10/22-10/25	0	\$325.00	0
43 M-TH	STUDIO 5		11A-12P	: 30	10/22-10/25	0	\$325.00	٥
44 M-TH	RACHEL RAY		10A-11A	:30	10/22-10/25	0	\$325.00	0
45 SA	WOHS ESON ON		5P-530P	:30	10/20-10/20	₩	\$600.00	н
46 SU	MORMON TIMES		12A-1230A	:30	10/21-10/21	o	\$25.00	0

5 of 5			Total Spots		2	1	1	Ħ	T
АМ	) WASHINGTON ) JAMIE ANDRUS	202-872-1155	Rate		\$350.00	\$350.00	\$350.00	\$3,200.00	\$730.00
<b>Printed:</b> 10/24/2012 11:04 AM 10/24/2012 8:34 AM ines	$\sim$	Salesperson Phone# 202. Salesperson FAX#	Spots/Week		8	н	∺	<b>∺</b>	п
Printed: Last Received: 10/24/201 Showing Buylines: All Lines	) NATIONAL MEDIA RESEARCH PLANNING Rep Firm LATERS LANE KANDRIA, VA 22314 Salesperson 1/E 155/426/3420	Salesp Salesp	Dates		10/24-10/25	10/24-10/25	10/24-10/25	10/24-10/24	10/25-10/25
:# 25398 Last K Showing Bu	MEDIA RESEARC 22314 3420	10/19/2012 - 10/25/2012	Len		0 m ::	0 e	:30	0 m "	:30
Traffic Order# 25398	( ) NATIONAL MEDIA 815 SLATERS LANE ALEXANDRIA, VA 22314 P1/P2/E 155/426/3420		Time	  -  -  -	9A-10A	11A-12P	10A-11A	8P-98	630P-7P
Status Confirmed	Agency ( )) 815 SLA ALEXAN Agency C/P1/P2/E	Flight Dates Hiatus Weeks							
Ver# 11 Mod# 5 Status Confirmed	Station KSL-TV SALT LAKE CITY Advertiser ( ) NRCC-NATL REPUB CONG Product NRCC IE 2012 Estimate# 3420	INSON	Program		TODAY	s oldus	RACHAEL RAY	LO SVU	NEWS
Rep Order# 7913334 EC'd Yes	Station KSL-TV SALT LAKE CITY Advertiser ( ) NRCC-NATL REP Product NRCC IE 2012 Estimate# 3420	TRACEY ROBINSON	<b>Дау</b> Р		T HI-W	N-TH	W-TH R	2	N HI
Rep Orde EC'd Y	Station Advertiser Product Estimate#	Buyer Phone# Fax#	LJ.		47	48	Q.	20	ī.S.

## ---REPORT TOTALS---

Report Totals: 18 / \$10,260.00

## --SALES MONTHLY TOTALS-

Oct 12: 18 / \$10,260.00

Sales Totals: 18 / \$10,260.00

Station Totals: 18 / \$10,260.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMMETITIVE—

Market Totals \$51,300

%

KTVX

% 80% 80%

KSTU

20%

KSI

% % O O

KJZZ KUTV

a% a%

CABL

Books null Demos RA35+ |